

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<u>108005</u>	<b>Primary AE:</b>	<u>Amy McCreary</u>
	<b>Alt Order #:</b>	<u>06865125</u>	<b>Sales Office:</b>	<u>BLPHI</u>
	<b>Product Desc:</b>	<u>HELLER FOR SEN ADD</u>	<b>Sales Region:</b>	<u>National</u>
	<b>Estimate:</b>			
	<b>Flight Dates:</b>	<u>10/24/12 - 10/30/12</u>		
	<b>Original Date / Rev:</b>	<u>10/18/12 / 10/18/12</u>		
	<b>Order Type:</b>	<u>GENERAL</u>		
<b>Agency</b>	<b>Name:</b>	<u>Strategic Media Services, Inc.</u>	<b>Billing Type:</b>	<u>Cash</u>
	<b>Buying Contact:</b>		<b>Billing Calendar:</b>	<u>Broadcast</u>
	<b>Billing Contact:</b>		<b>Billing Cycle:</b>	<u>EOM/EOC</u>
		<u>3299 K St. NW</u>	<b>Agency Commission:</b>	<u>15%</u>
		<u>Washington, DC 20007</u>		
<b>Advertiser</b>	<b>Name:</b>	<u>Heller, Dean for U.S. Senate</u>	<b>New Business Thru:</b>	
	<b>Demographic:</b>	<u>A35+</u>	<b>Order Separation:</b>	<u>00:05:00</u>
	<b>Product Codes:</b>	<u>PLC01</u>	<b>Advertiser External ID:</b>	
	<b>Priority:</b>	<u>SELECT PRIORITY CODE</u>	<b>Agency External ID:</b>	
	<b>Revenue Codes:</b>	<u>POLITICAL/AGY, PCAN, GEN</u>		

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	5	\$4,100.00	\$3,485.00
10/29/12	10/30/12	4	\$9,125.00	\$7,756.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$4,100.00	\$3,485.00	0.00
November 2012	4	\$9,125.00	\$7,756.25	0.00
<b>Totals</b>	<b>9</b>	<b>\$13,225.00</b>	<b>\$11,241.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$13,225.00
Market	100%	\$52,900.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$14,283.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$11,638.00
KTUD	1%	\$529.00
KVVU	20%	\$10,580.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,645.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 5-6a WakeUp w/Wagner	5-6a		--T--	:30	1	\$300.00	2	0.00	NM	1	\$300.00

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev: 108005  
Alt Order #: 06865125  
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SEN ADD  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	10/25/12	10/25/12	M-F 5-6a WakeUp w/Wagner	G	5-6a			:30	1	\$300.00	2	0.00	NM	1	\$300.00
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	---T---		1				\$300.00		0.00				
E 2	KSNV	10/26/12	10/26/12	M-F 6-7a WakeUp w/Wagner	G	6-7a			:30	1	\$700.00	1	0.00	NM	1	\$700.00
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	---F--		1				\$700.00		0.00				
E 3	KSNV	10/29/12	10/29/12	M-F 6-7a WakeUp w/Wagner	G	6-7a			:30	1	\$700.00	1	0.00	NM	1	\$700.00
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1				\$700.00		0.00				
E 4	KSNV	10/25/12	10/26/12	Today Show	CM	658a-9am			:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
<b>TODAY</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	---TF--		2				\$900.00		0.00				
E 5	KSNV	10/29/12	10/29/12	Days of our Lives	CM	1258p-2pm			:30	1	\$425.00	1	0.00	NM	1	\$425.00
<b>DAYS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1				\$425.00		0.00				
E 6	KSNV	10/26/12	10/26/12	M-F Wheel	CM	7-730pm			:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
<b>WHEEL</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1				\$1,300.00		0.00				
E 7	KSNV	10/29/12	10/29/12	Mon PR 8-10p	CM	8-10pm			:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
<b>VOCIE</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1				\$4,000.00		0.00				
E 8	KSNV	10/30/12	10/30/12	Tues PR 8-10p	CM	8-10pm			:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
<b>VOICE</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-T-----		1				\$4,000.00		0.00				
													<b>Totals</b>		9    \$13,225.00	